

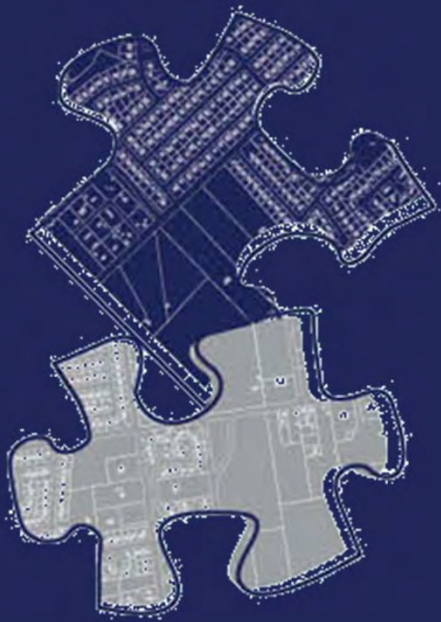
Madison Growth Plan

Public Workshop

Tuesday – 12 April 2011

6:30 p.m.

*Madison City Hall
Council Chambers*



Our Agenda

The Process

The KDA Charrette

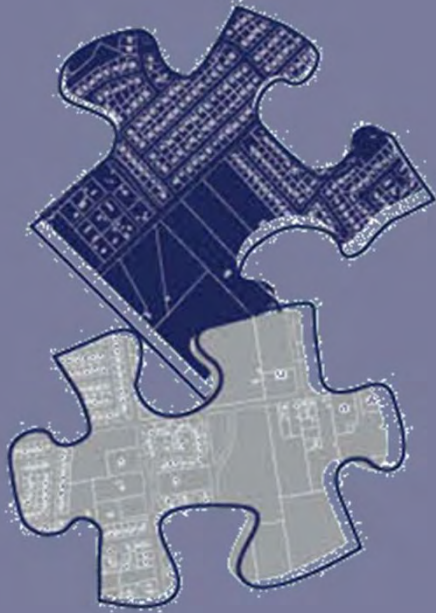
Community Input

On-Line Survey

Market Direction

Master Plan

Tonight's Workshop



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The Process

Phase I – Inventory & Assessment

Phase II – Framework Development

Phase III – Growth Plan Development

Phase IV – Action Plan & Implementation

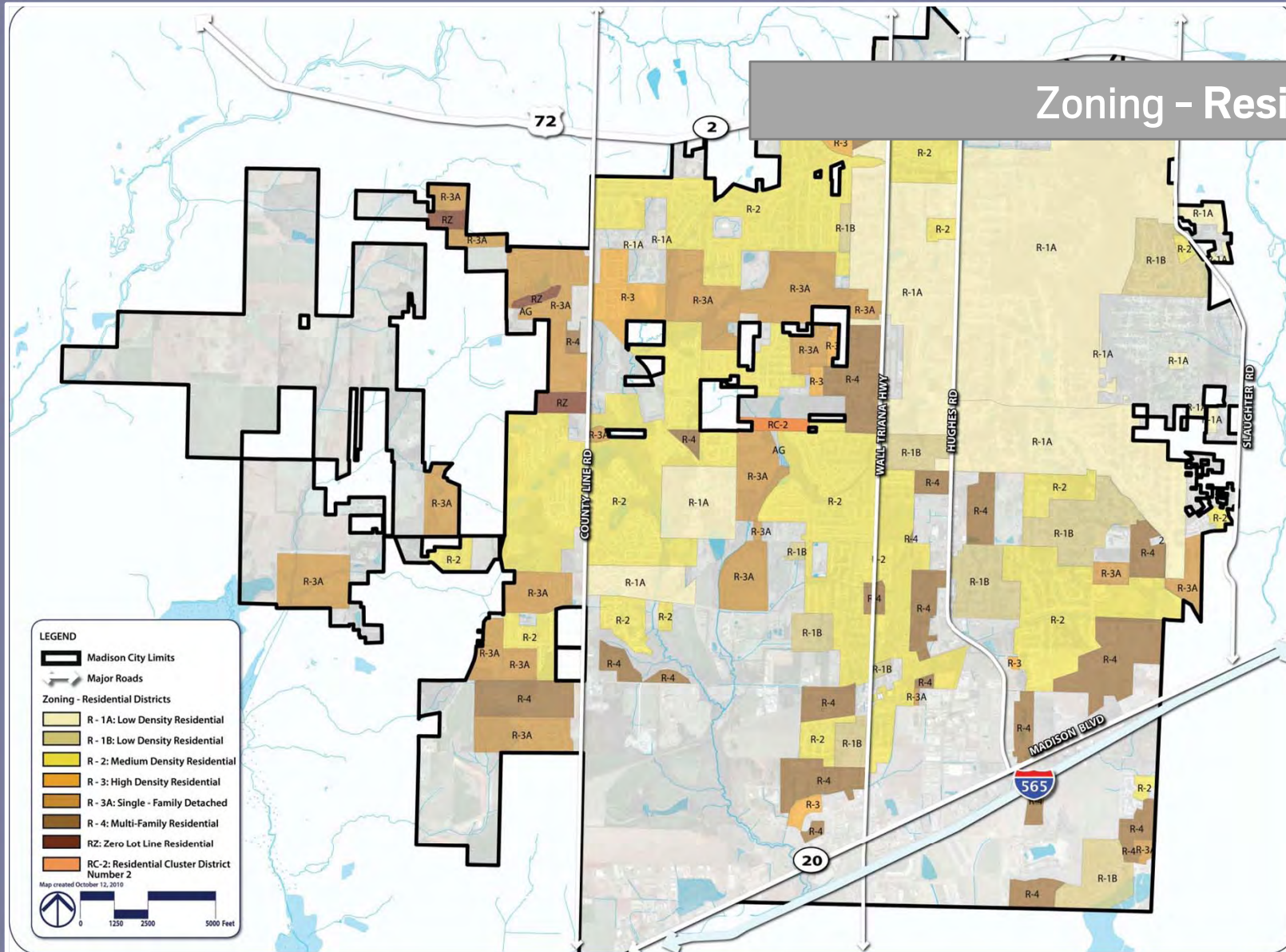
Review Draft Master Plans

Prioritize Projects



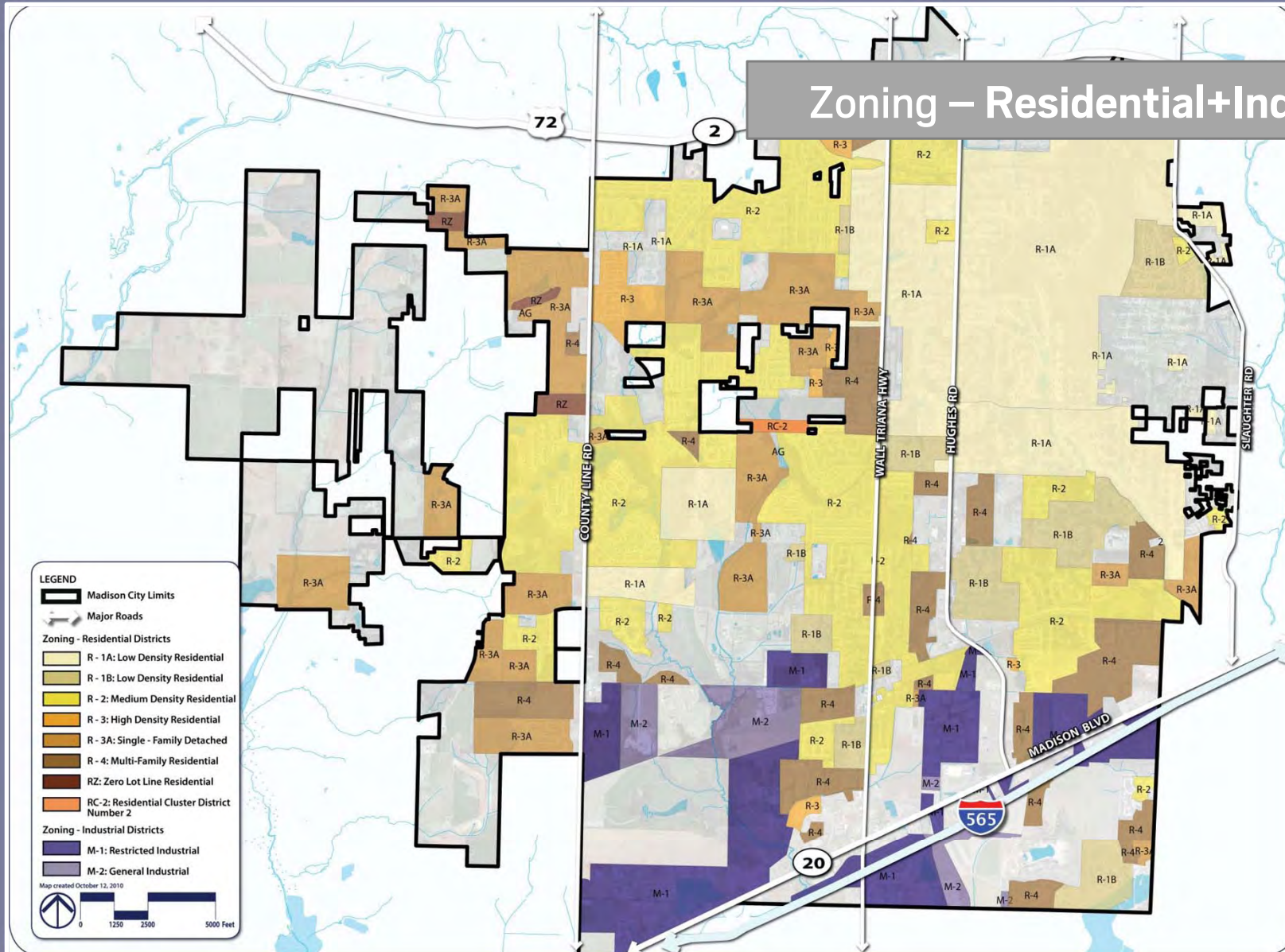
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Zoning - Residential



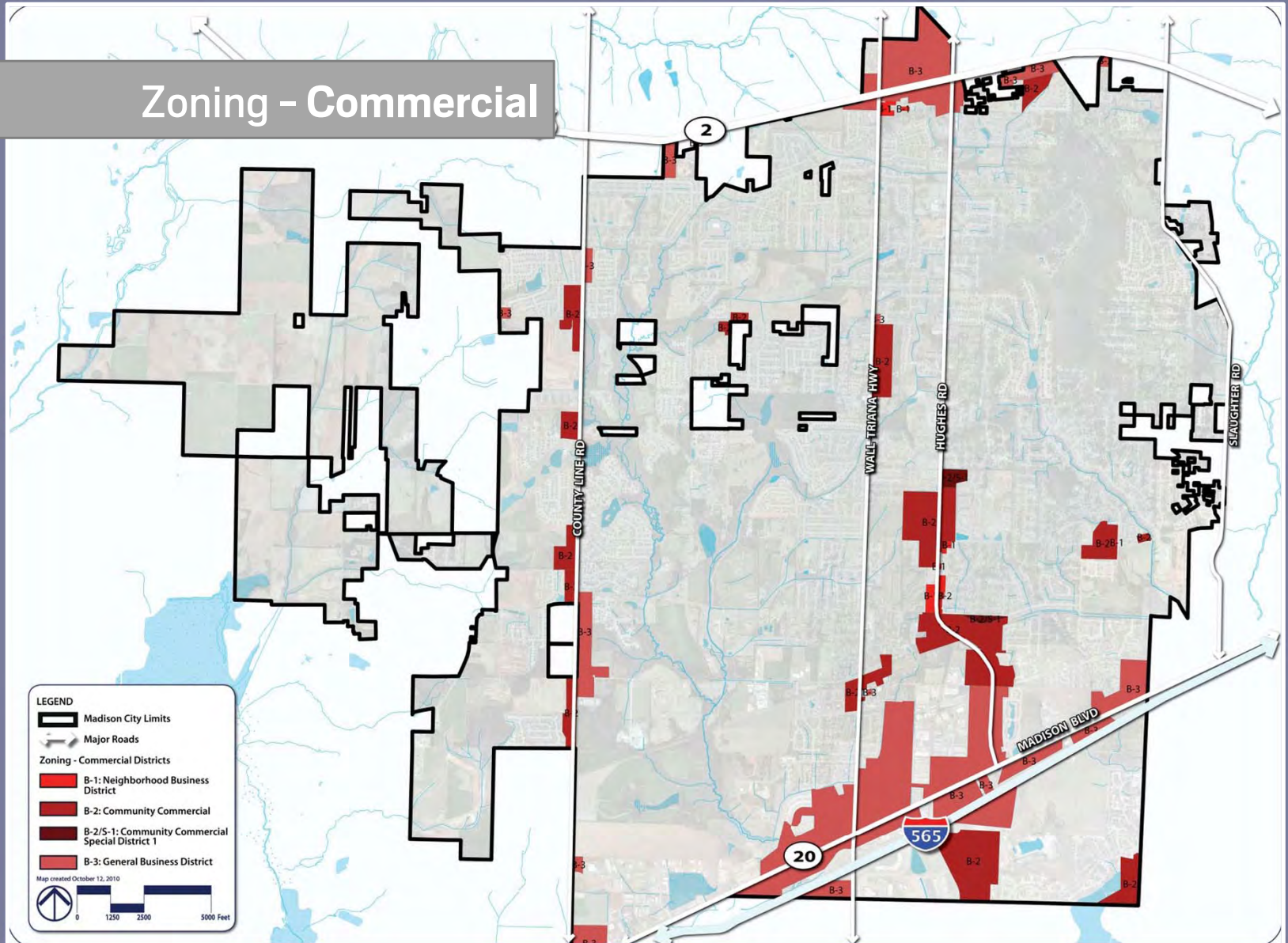
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Zoning – Residential+Industrial



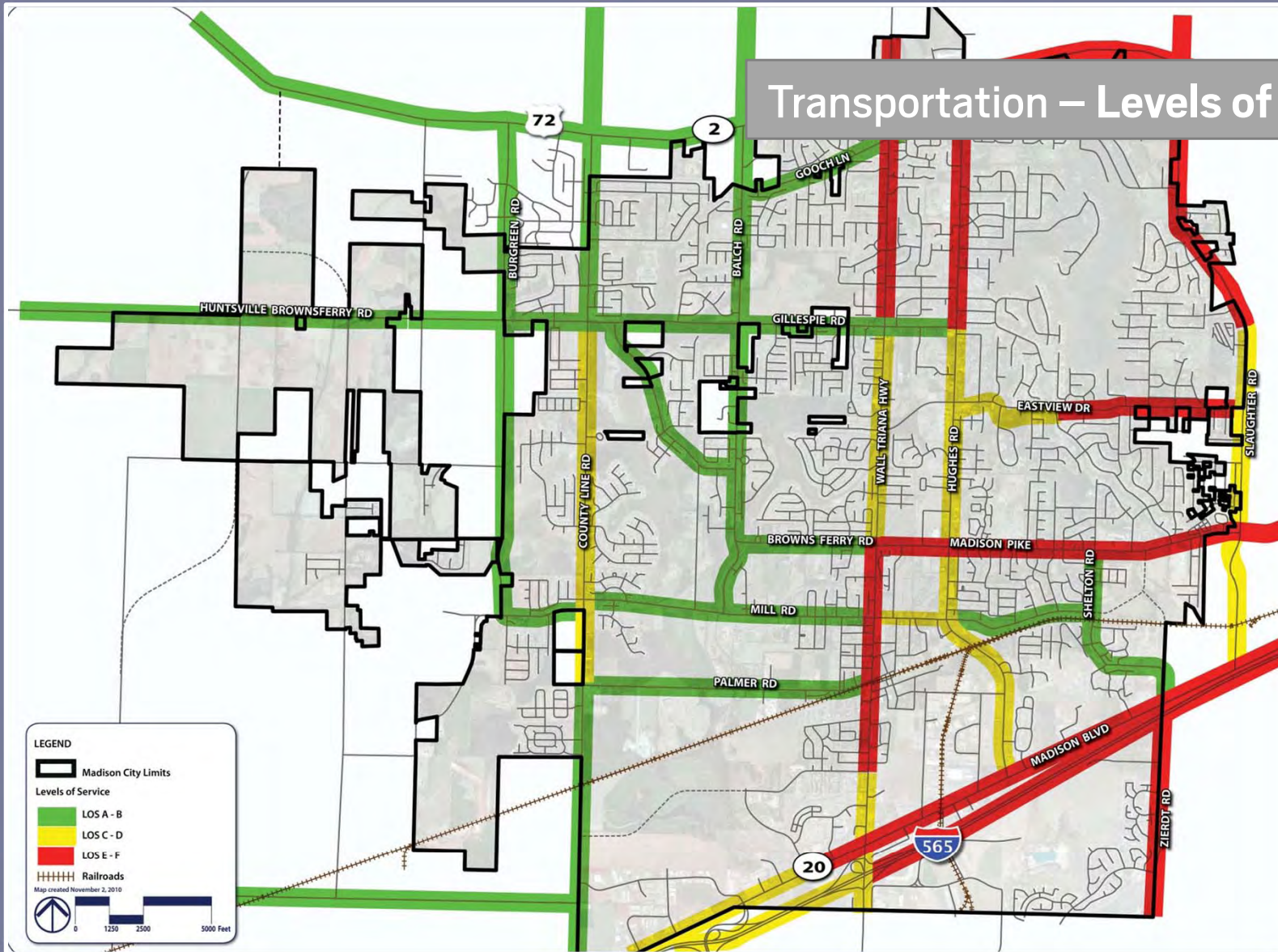
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Zoning - Commercial



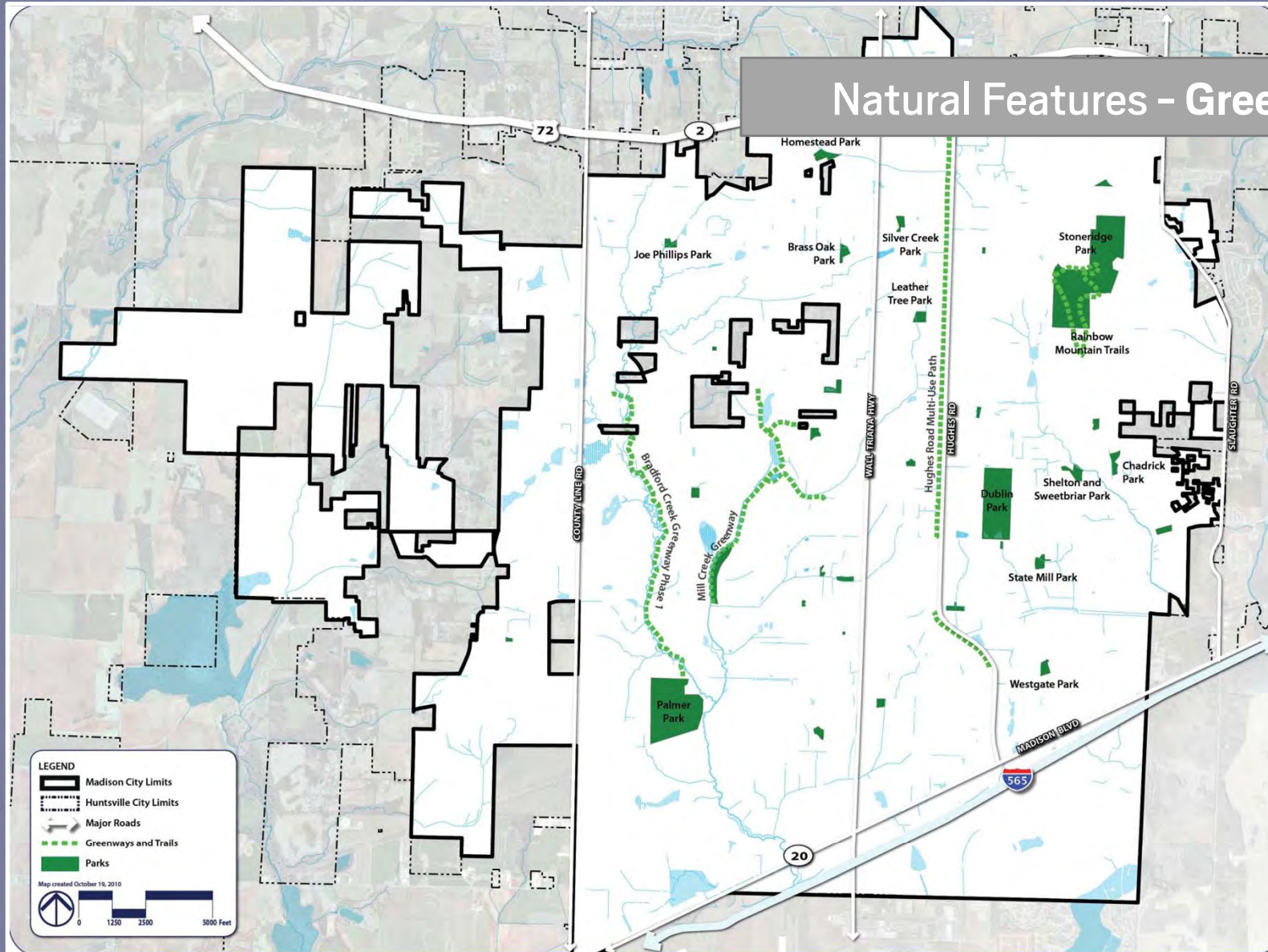
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Transportation – Levels of Service



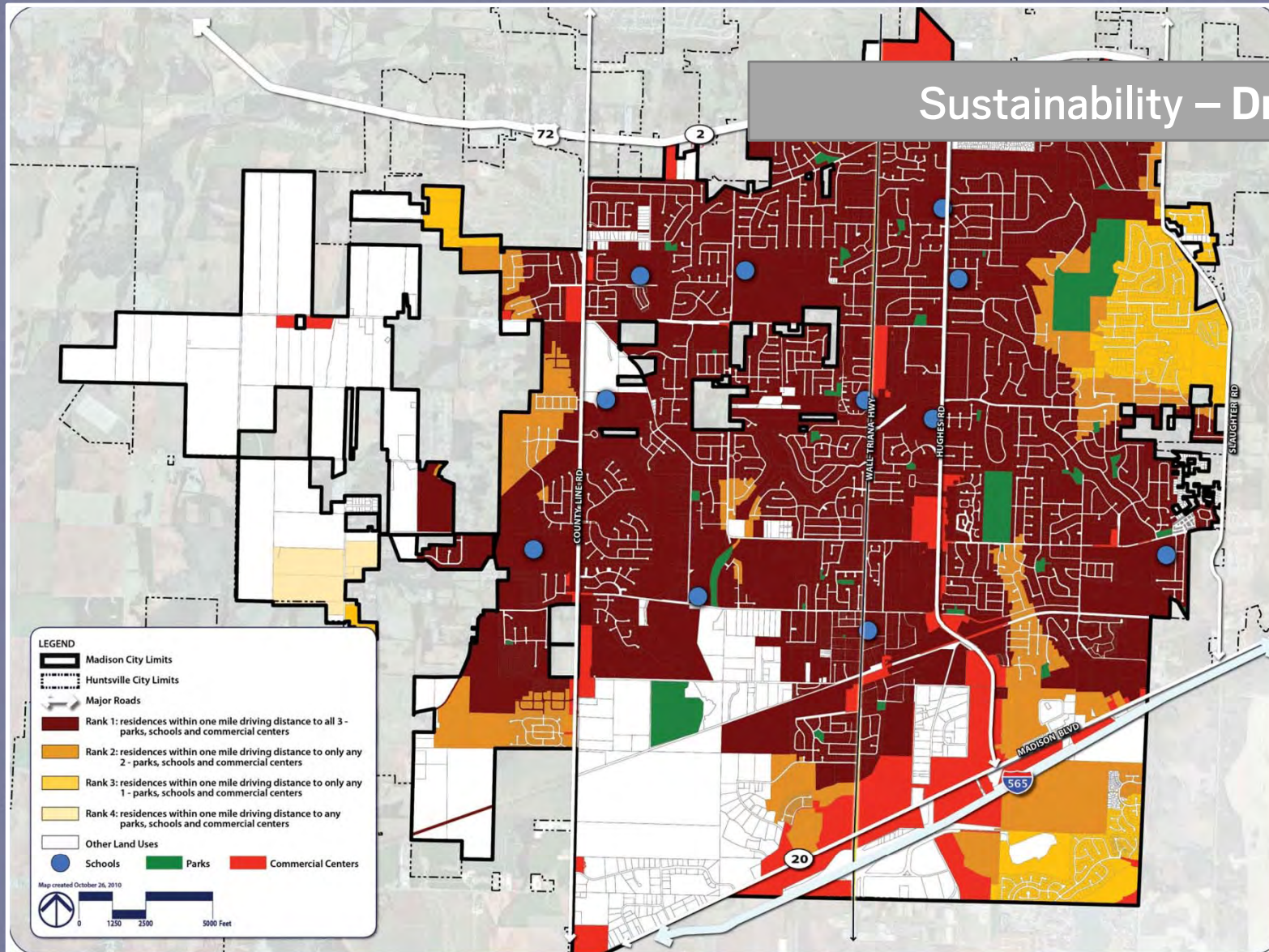
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Natural Features - Greenspace



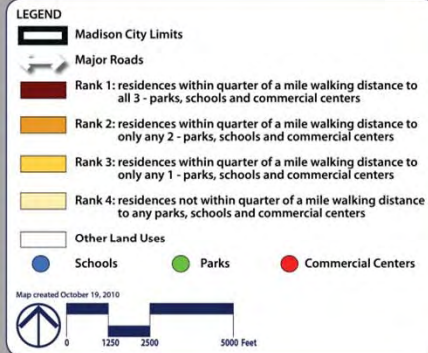
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Sustainability – Drivability



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Sustainability – Walkability



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Socioeconomics – Function Within MSA

Madison population growth of 41% since 2000 – Fastest in Alabama

Madison growth projected to be 12% between 2010-2015

Madison growth above both county averages, 2x Huntsville MSA average, & 4x national average – Now 10th largest city in Alabama

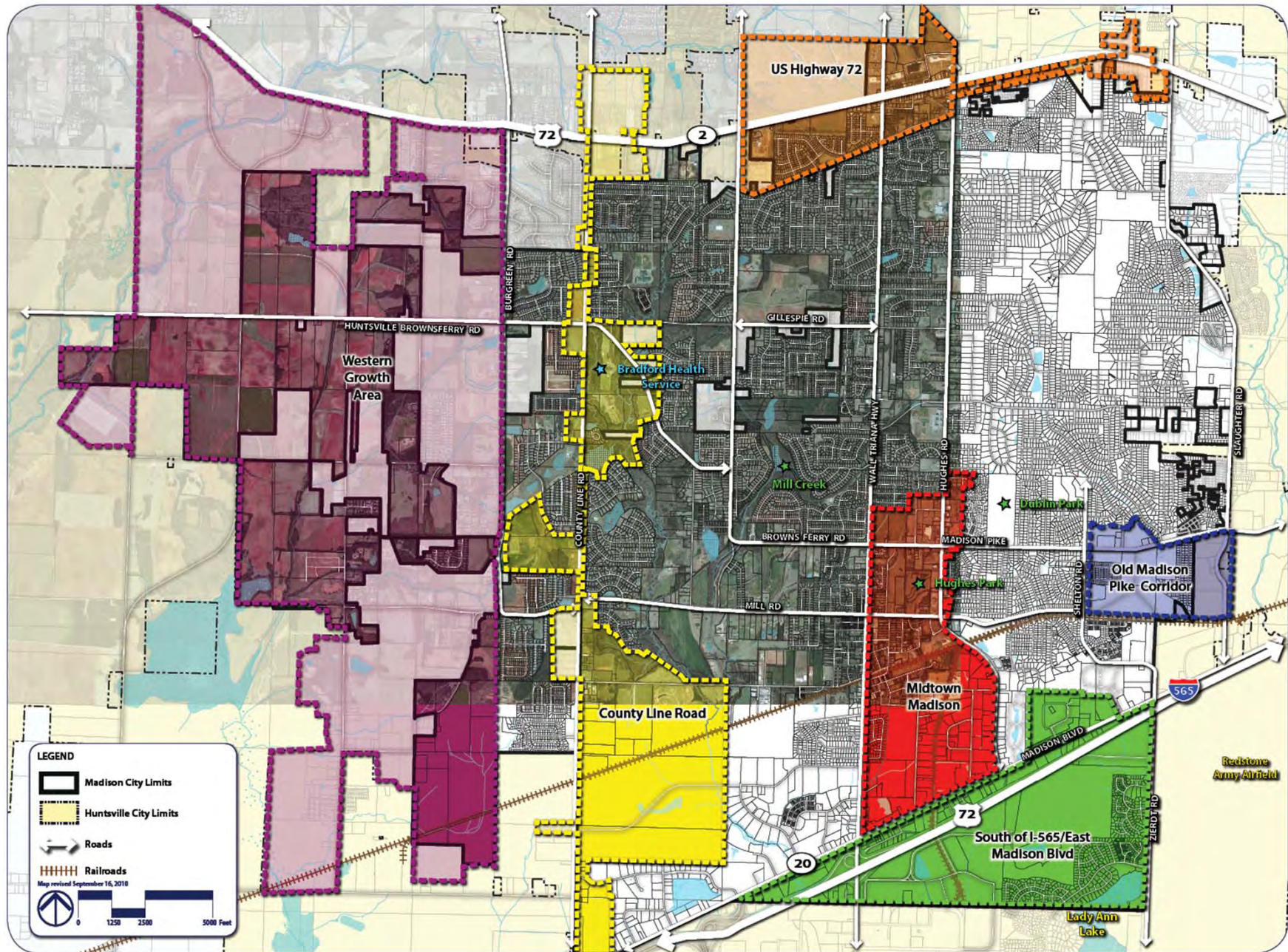
Almost 65% of Madison housing stock built since 1990

Jobs grew by almost 50% between 2000 & 2010

*Sources: US Census Bureau, Bureau of Economic Analysis,
Claritas, Market + Main, Inc*



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The Public Kickoff – *04 November 2010*

Capacity crowd

Discuss process

Discuss existing conditions

Begin to get input and comments



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The On-Line Survey – *January 2011*

Over 1000 responses

A unique survey for each KDA

Short-answer and multiple-choice questions

Wide range of comments



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The KDA Charrette – *27 January 2011*

(Another) large turnout

Review initial survey findings

Discuss framework and market

Review and comment on
preliminary plans

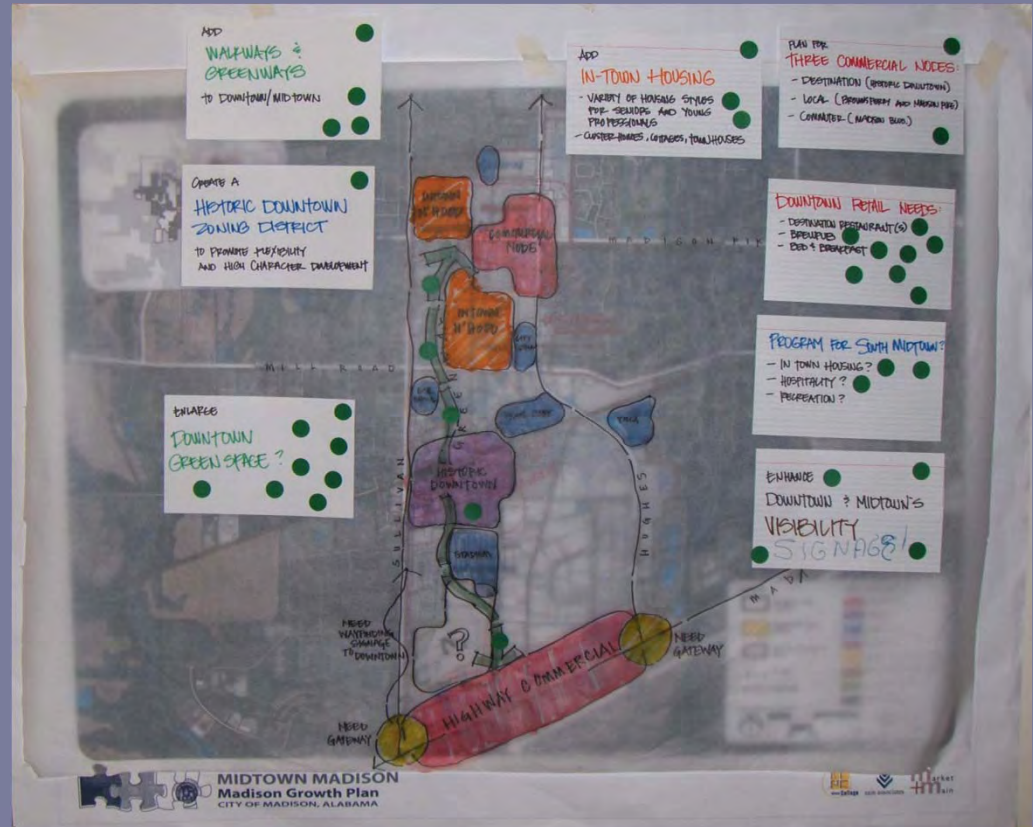


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Midtown Madison – *The KDA Charrette*

Community Input

- Develop Historic Downtown as a destination
- Add greenspace
- Add housing (quality!)
- Redefine Madison Blvd.
- Improve connections

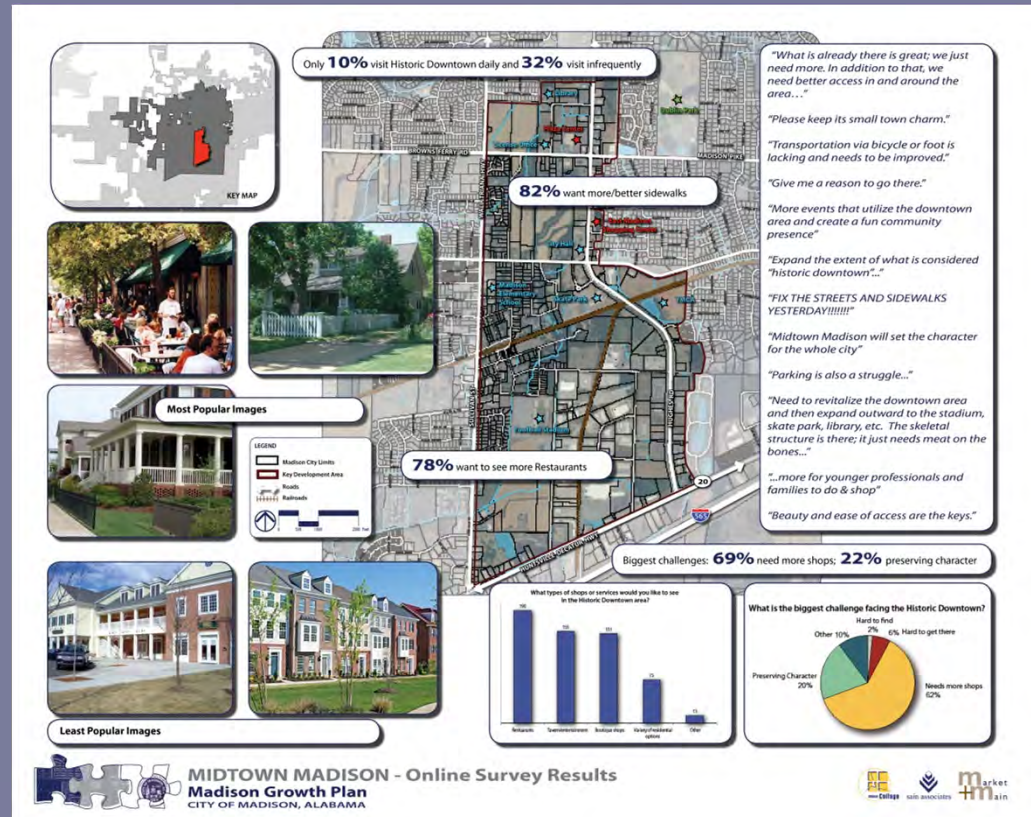


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Midtown Madison – On-Line Survey

Response Overview

- “Give me a reason to go there”
- “Maintain its small-town charm”
- Need more of what is already there
- “Parking is also a struggle”
- Want better sidewalks



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Midtown Madison – *Market Direction*

Downtown

- Need to expand size to become more viable
- Need both commercial & residential
 - Specialty retail & restaurants
 - Include variety of housing options – small SF homes/cottages, multi-family & TH

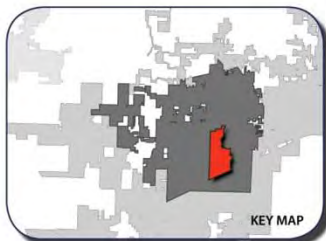
High potential to capture empty nesters & retirees

Madison Boulevard

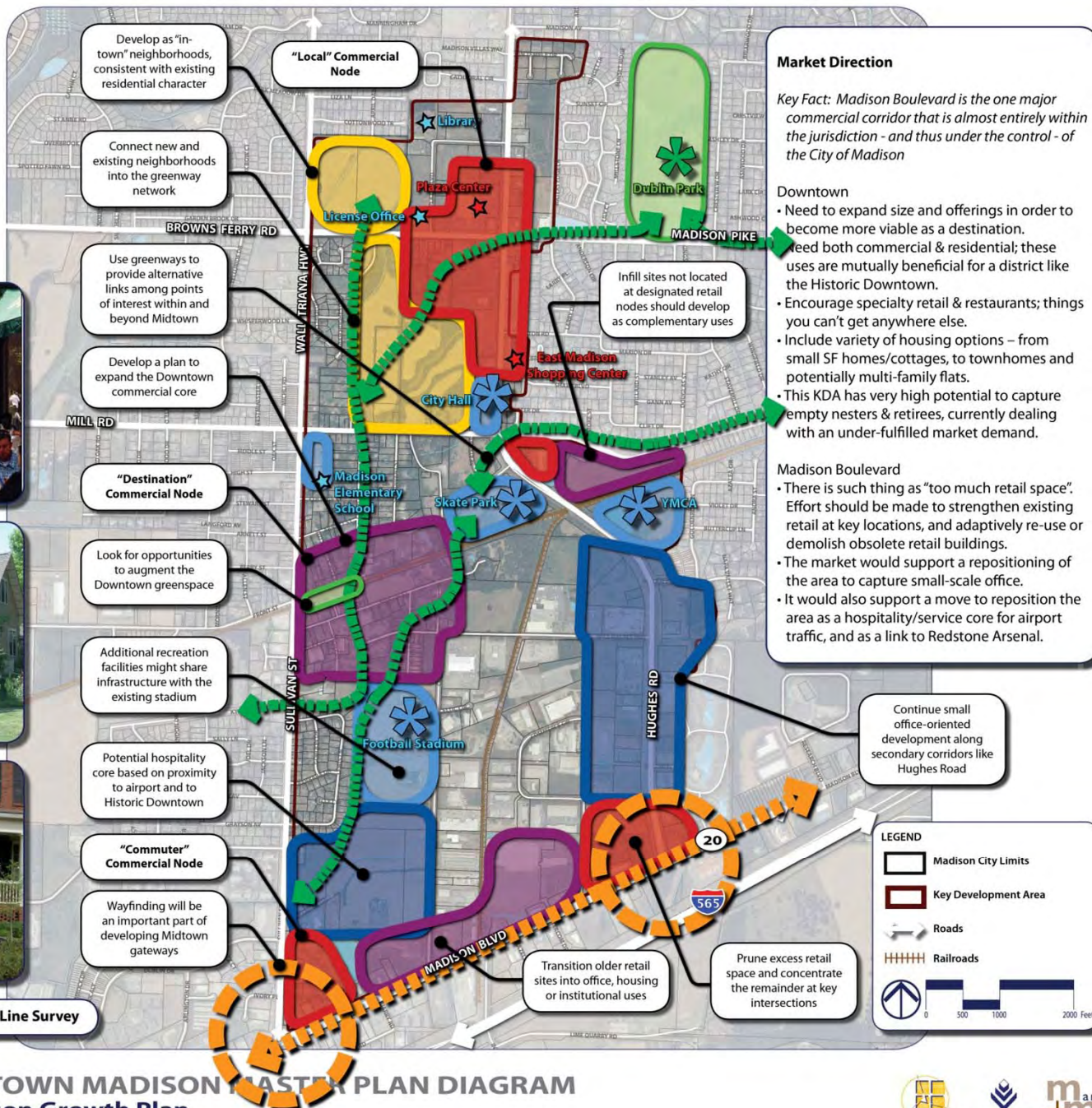
- Strengthen existing retail
- Re-use or demo of obsolete retail buildings
- Upgrade hospitality presence



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Preferred Character Images from On-Line Survey



MIDTOWN MADISON MASTER PLAN DIAGRAM **Madison Growth Plan** **CITY OF MADISON, ALABAMA**



Develop connections to the Stadium Area and points south...

New parking lots should be located internal to development

Focus on walkability within the Downtown, and connectivity beyond

New infill construction

Existing buildings to remain and/or redevelop

Enhance presence and visibility on Sullivan



Downtown Expansion - Looking South

Old Madison Pike – *The KDA Charrette*

Community Input

- Redevelop Miller Plaza!
- Improve traffic flow
- Improve connections to other neighborhood amenities
- Neighborhood-scale development

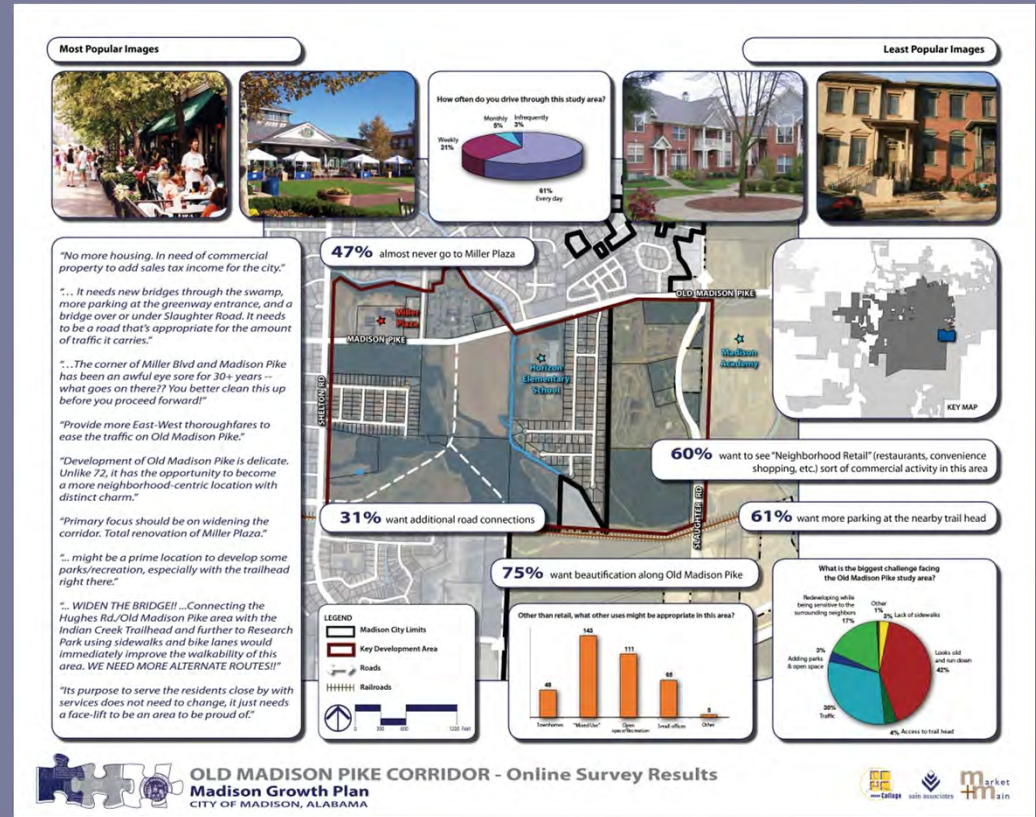


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Old Madison Pike – On-Line Survey

Response Overview

- “A road that’s appropriate for the traffic...”
- “No more housing”
- Beautification
- “Neighborhood-centric location with distinct charm”



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Old Madison Pike – *Market Direction*

Direct access to Cummings Research Park is notable asset

Adjacency to large employment center makes residential appropriate

- Both single-family & multi-family

Repositioning Miller Plaza will be key

- Retail can make sense at location
- On “going home” side for traffic – makes desirable location
- Attracting top tier tenants will require redevelopment



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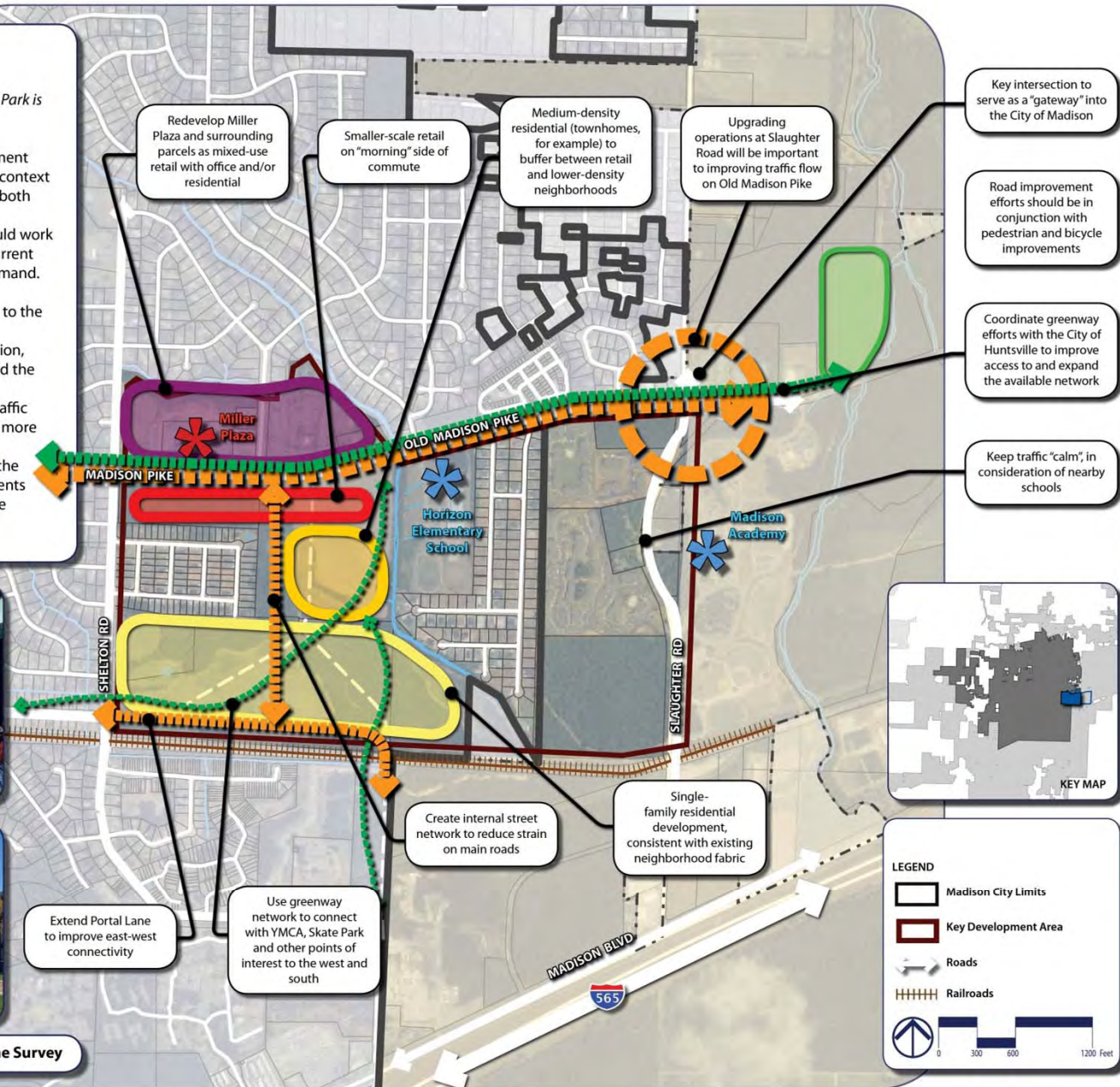
Market Direction

Key Fact: Direct access to Cummings Research Park is notable asset

- The adjacency of this area to large employment center, combined with immediate existing context makes additional residential development both appropriate and feasible.
- Single-family and multi-family product would work in this KDA; the latter in particular, given current economic conditions and demographic demand.
- The repositioning of Miller Plaza will be key to the future of this area:
 - Retail can make sense at the current location, given the amount of commuter traffic and the residential customer base nearby;
 - Its location on the "going home" side for traffic means that Miller Plaza's location is even more desirable;
 - However, attracting the top-tier tenants - the sort that would be attractive to the residents and nearby office workers - would require redevelopment of the property.



Preferred Character Images from On-Line Survey



OLD MADISON PIKE CORRIDOR MASTER PLAN DIAGRAM

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County Line Road – *The KDA Charrette*

Community Input

- Connectivity
- Design standards
- Municipal presence?
- Gateways
- Better planning for commercial development

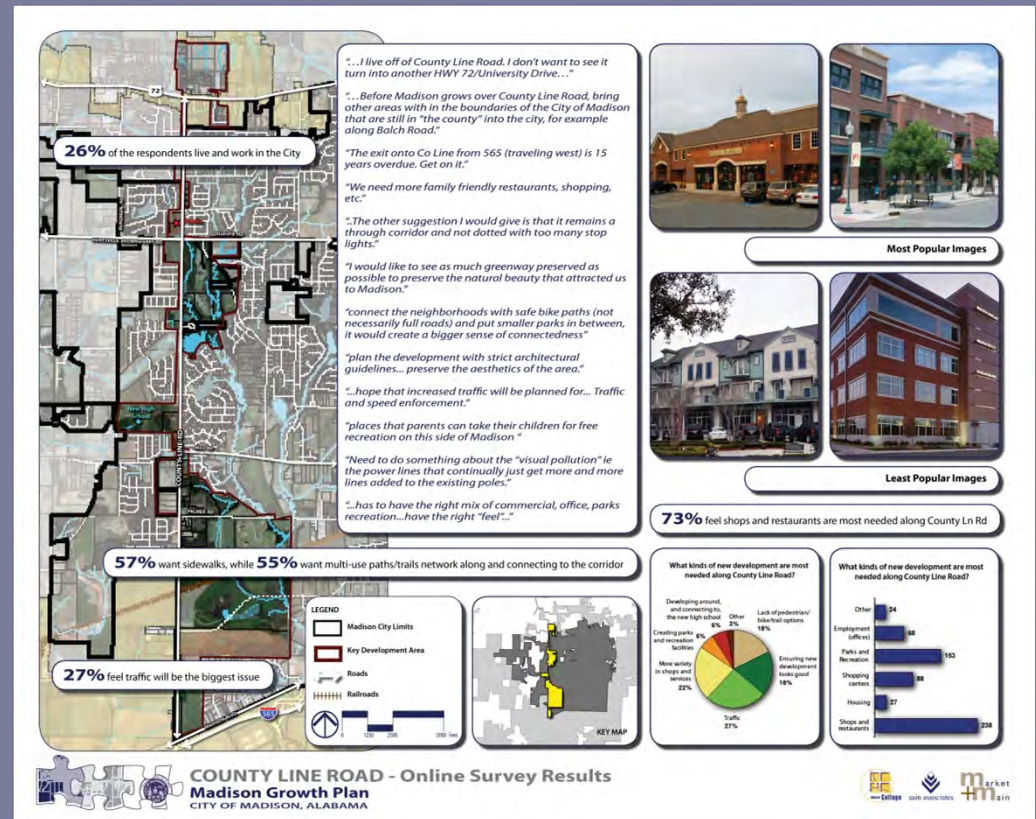


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County Line Road – On-Line Survey

Response Overview

- “I don’t want to see it turn into another Highway 72...”
- Annexation policy
- Preserve traffic flow
- Trails and sidewalks
- “Visual pollution”



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County Line Road – *Market Direction*

Large tracts of vacant land available

Good access to major roads & highways

Opportunity for large-scale mixed use

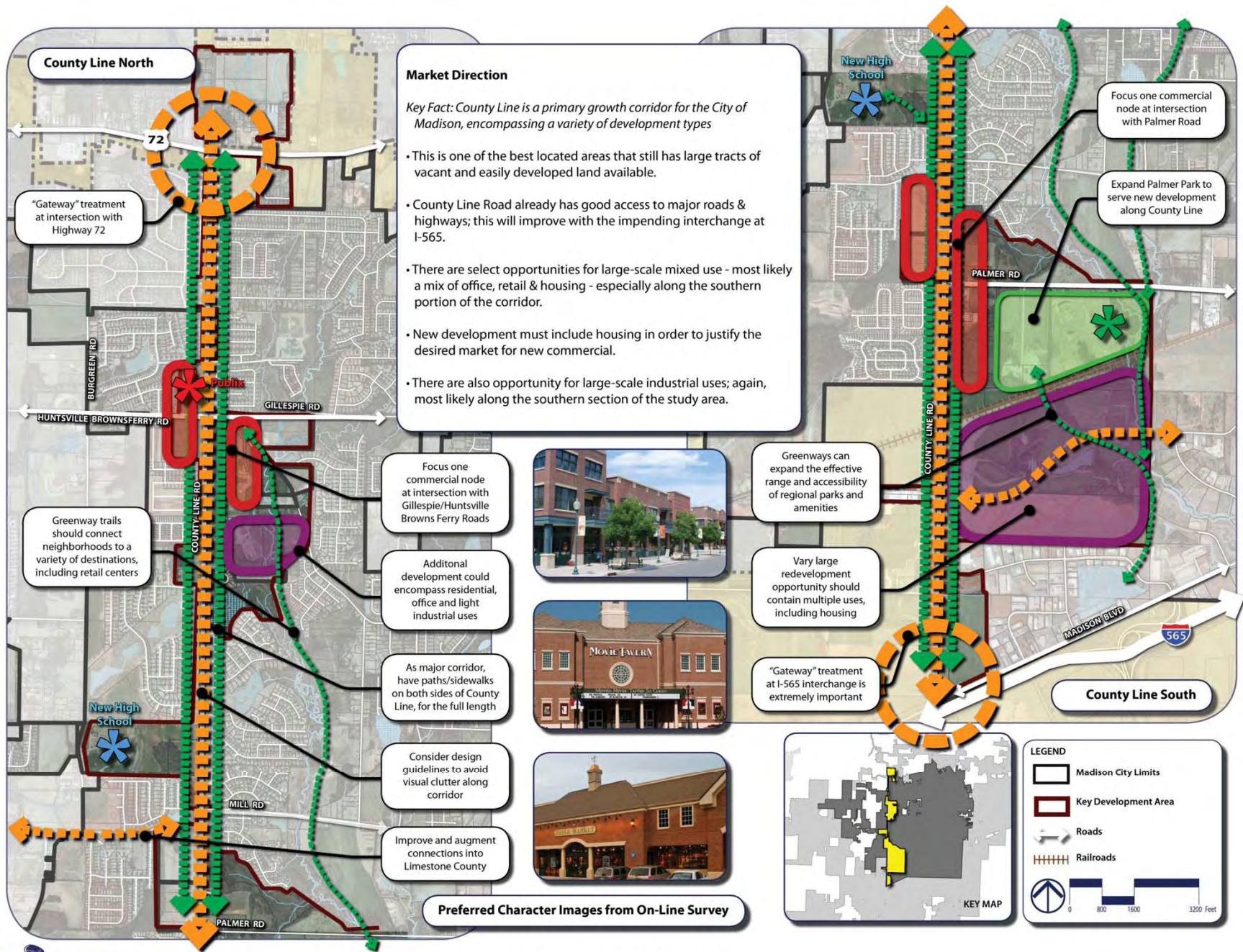
- Office, retail, & housing

New development has to include housing to justify market for new commercial

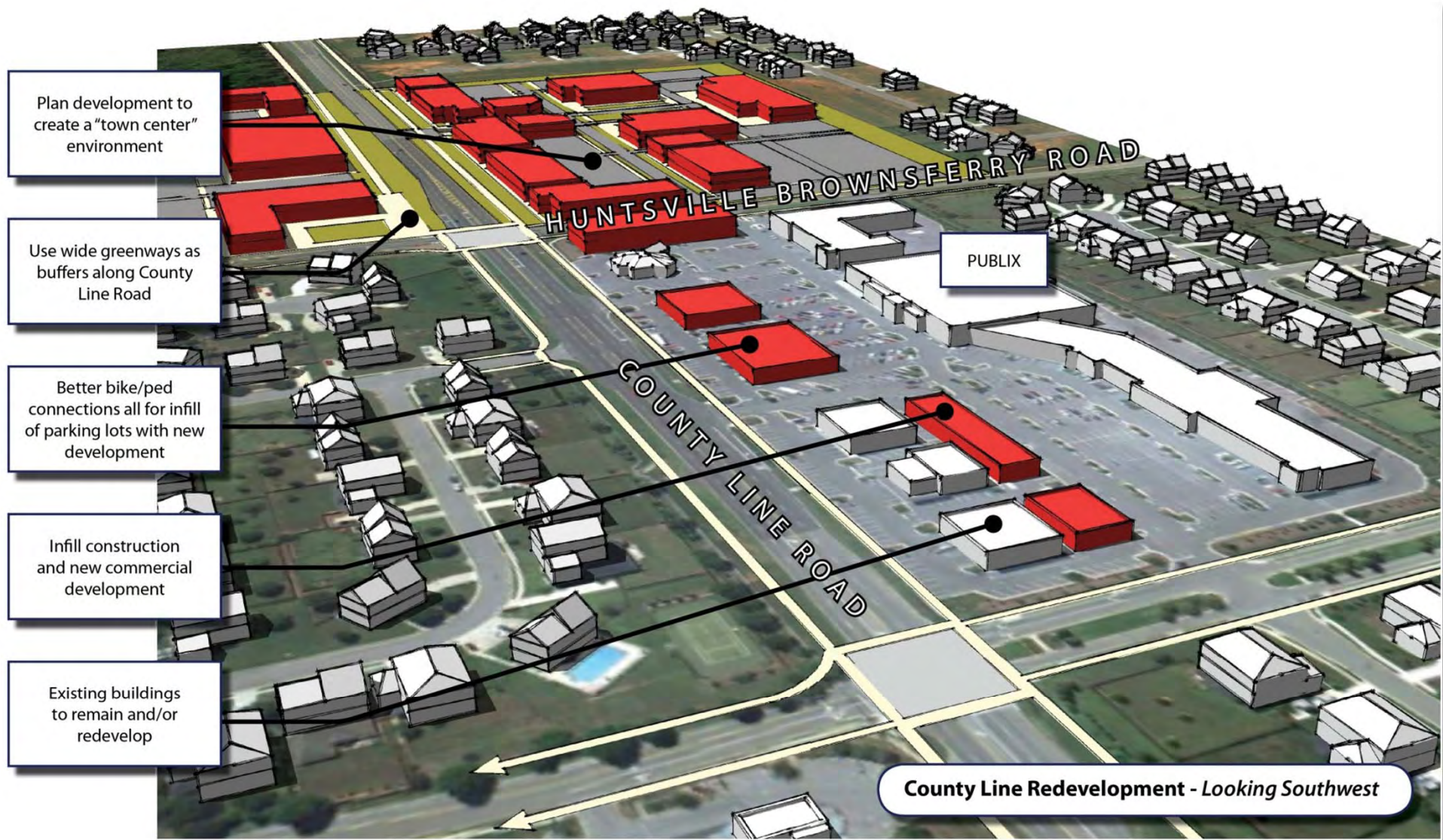
Also opportunity for large-scale industrial uses



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COUNTY LINE ROAD MASTER PLAN DIAGRAM **Madison Growth Plan** CITY OF MADISON, ALABAMA



Highway 72 – The KDA Charrette

Community Input

- TRAFFIC!
- Preserve adjacent neighborhoods
- TRAFFIC!
- Beautification
- TRAFFIC!
- Clarify City boundaries

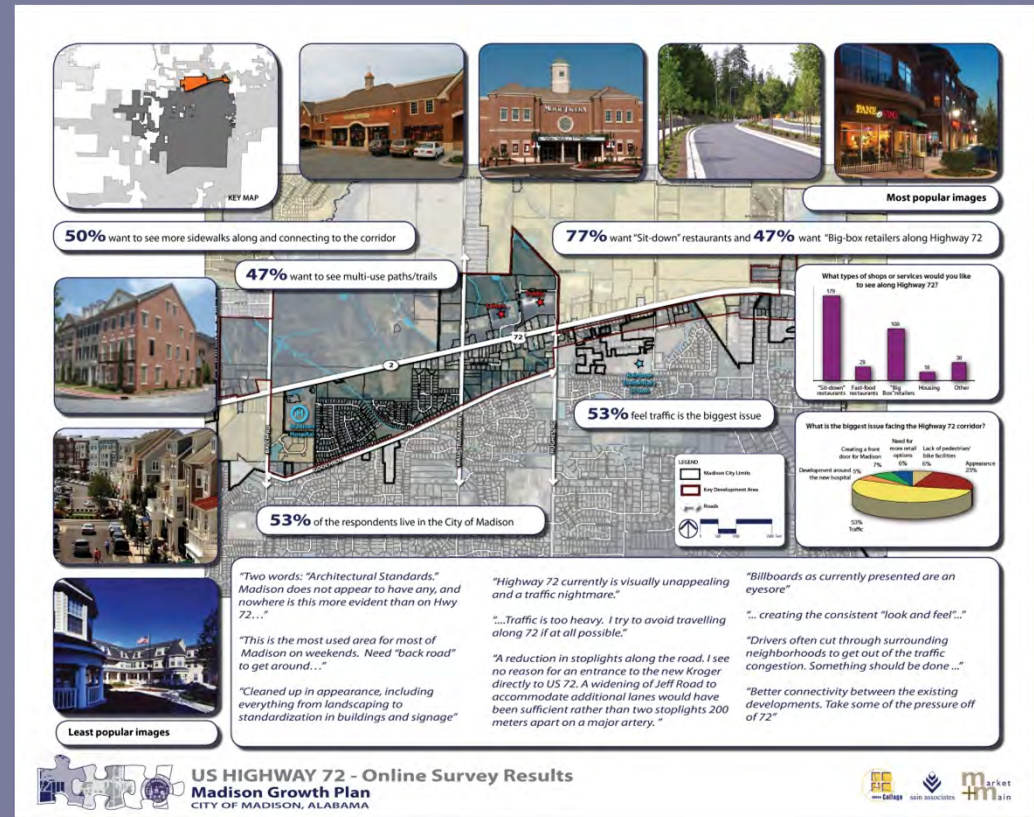


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Highway 72 – On-Line Survey

Response Overview

- “Create a more consistent ‘look and feel’”
- “Visually unappealing”
- Alternative routes
- TRAFFIC!



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Highway 72 – *Market Direction*

Retail & office are fit for corridor

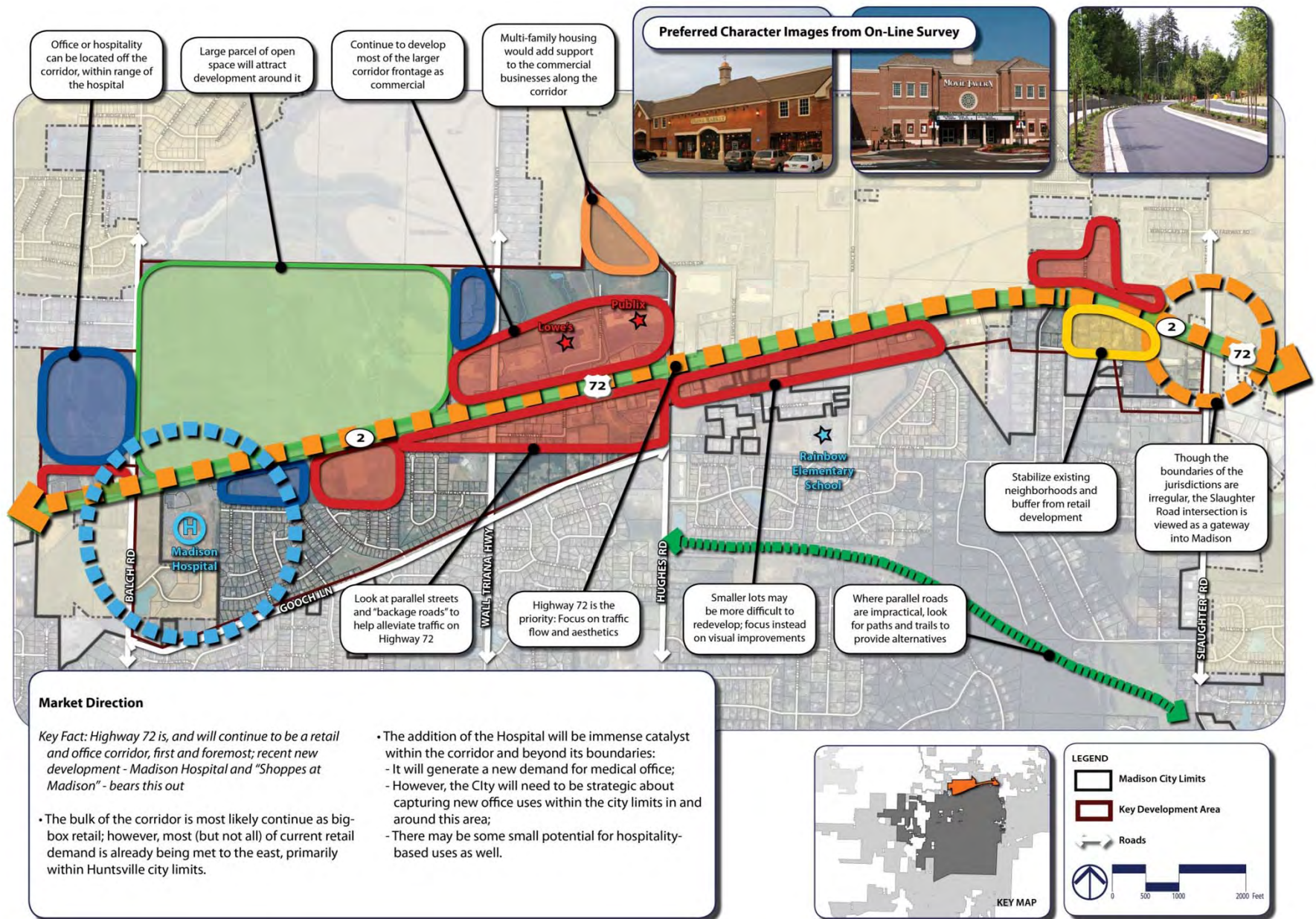
Likely continue as big-box retail, but most of retail demand is already met to the east/Huntsville city limits

Hospital will be immense catalyst

- New demand for medical office
- Need to be strategic about capturing new office uses in Madison city limits in this area



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US HIGHWAY 72 MASTER PLAN DIAGRAM

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Western Growth Area – *The KDA Charrette*

Community Input

- Connectivity
- Infrastructure
- Amenities



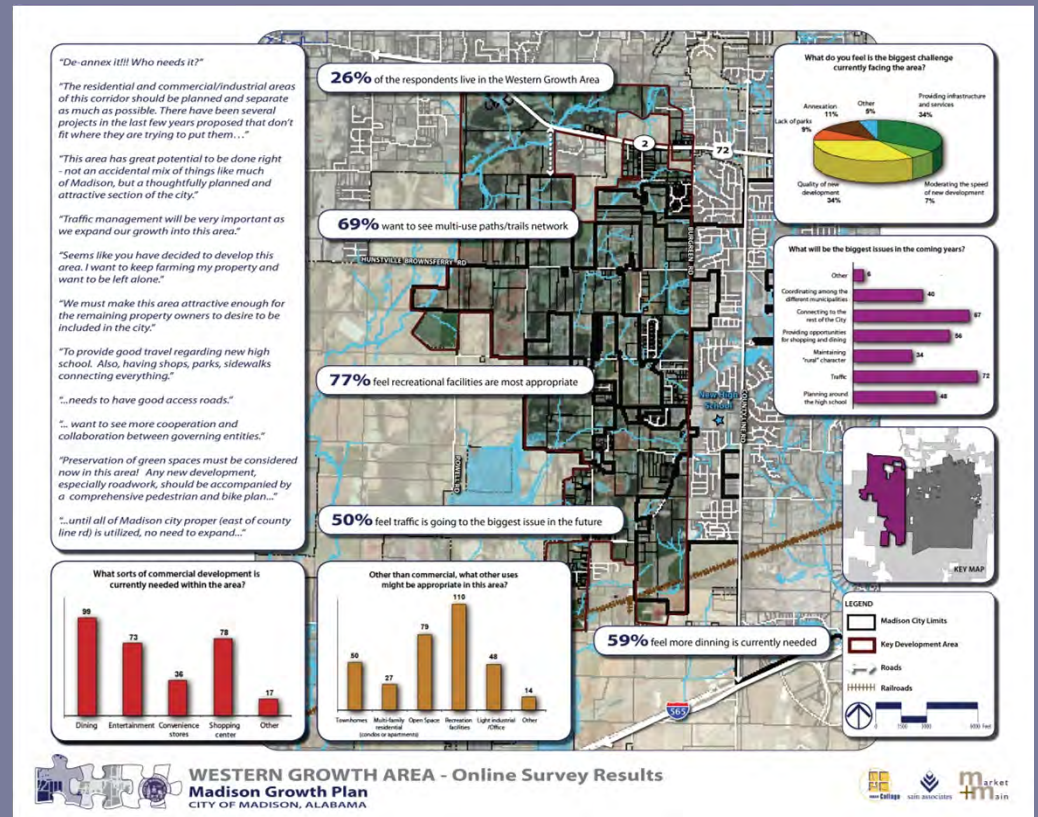
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Western Growth Area – On-Line Survey

Response Overview

- “Needs to have good access roads”
- Separate disparate uses (esp. industrial and residential)
- Annexation policy
- Municipal cooperation



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Western Growth Area – *Market Direction*

Great deal of vacant land, but no direct access to major highways

Likely single-family will be best fit

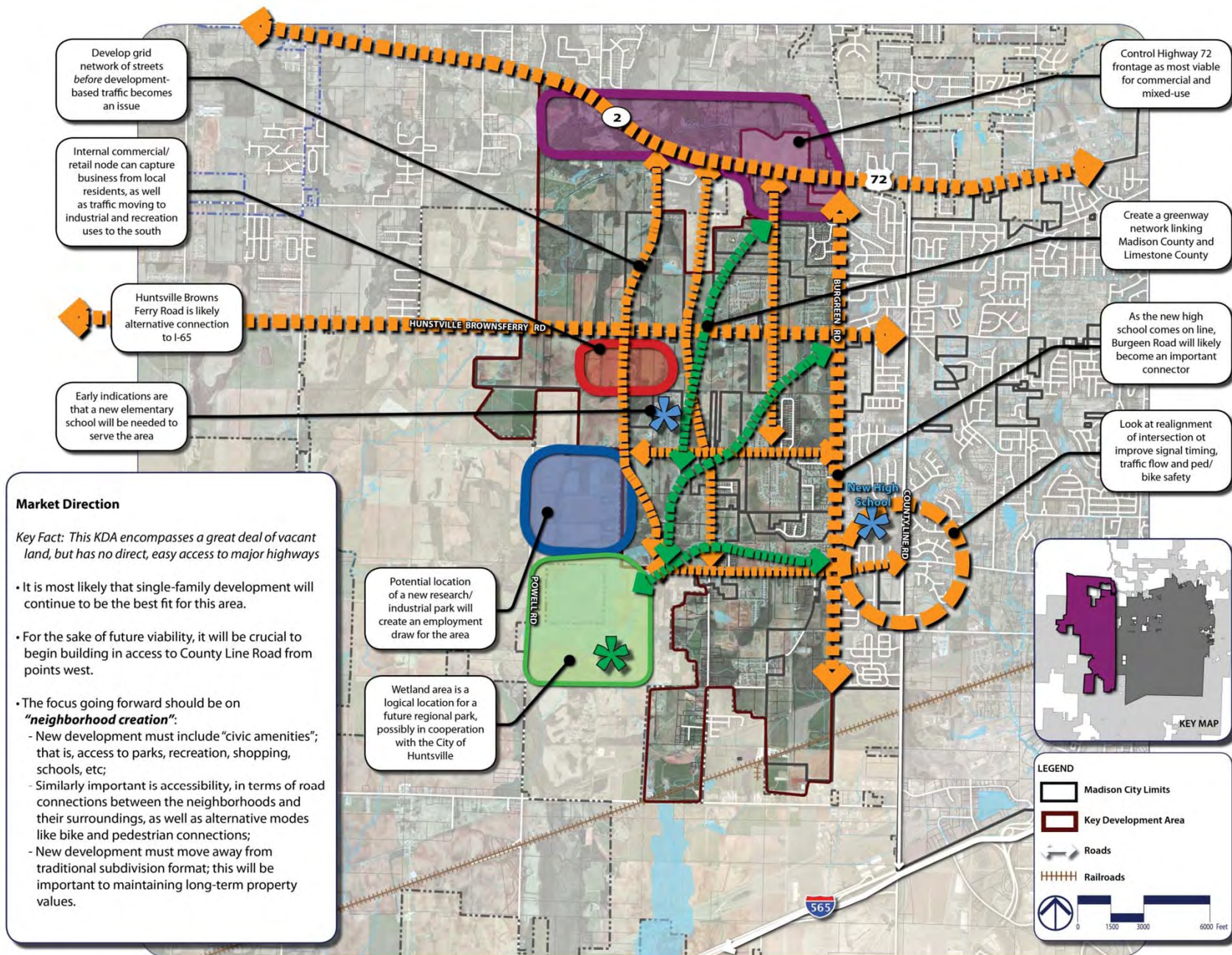
Building in access to County Line Road will be crucial

Focus should be on neighborhood creation

- Including amenities & access is key – instead of traditional subdivisions
- Helps long-term property values



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WESTERN GROWTH AREA MASTER PLAN DIAGRAM

Madison Growth Plan

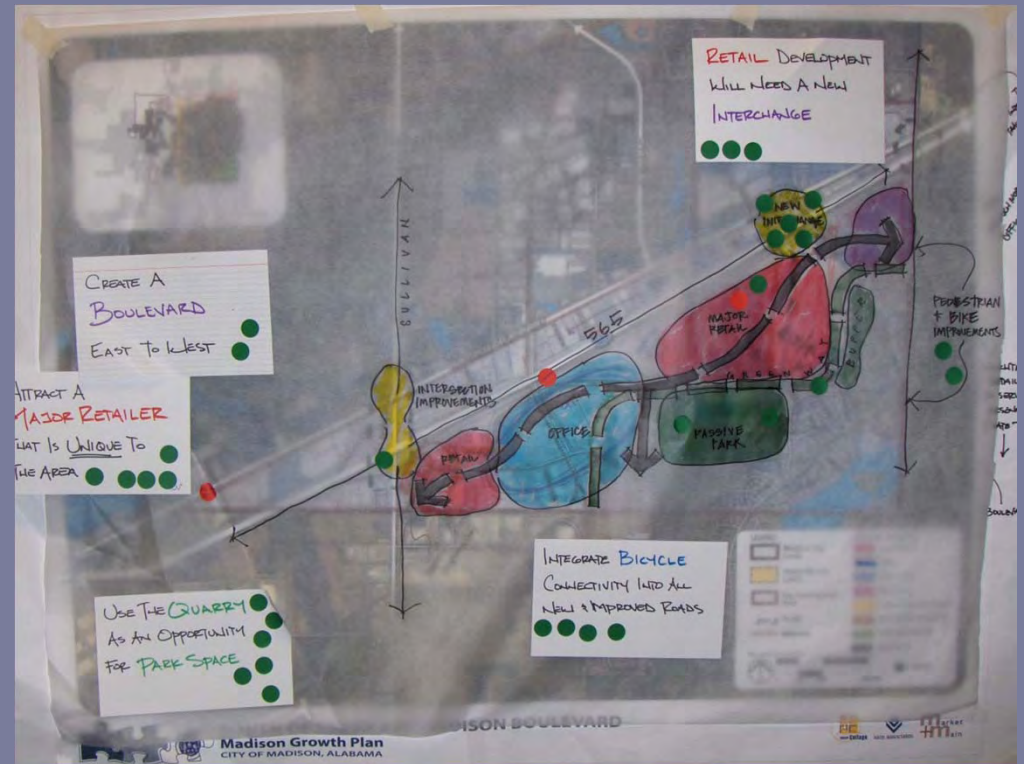
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I-565 Corridor – *The KDA Charrette*

Community Issues

- Bicycle connections
- Attracting large-scale development
- A new interchange
- New street network
- Quarry park

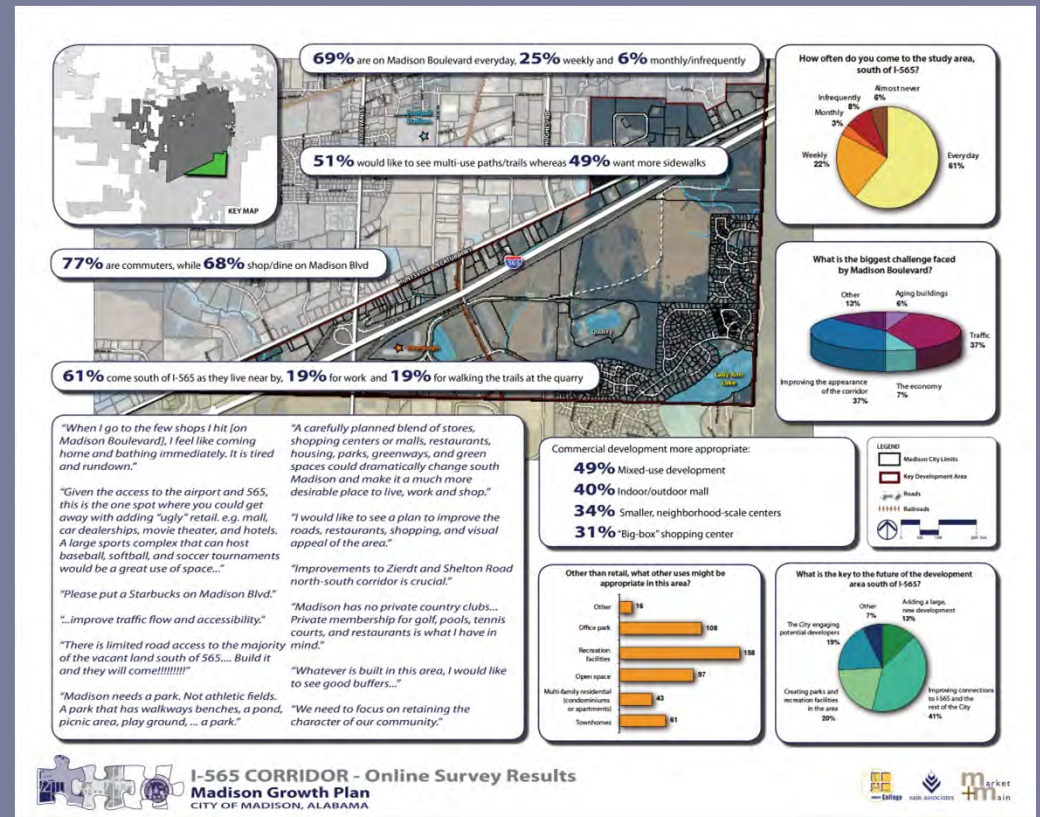


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I-565 Corridor – On-Line Survey

Response Overview

- City must be proactive
- Turn the quarry into greenspace
- Improve connections across I-565
- Help Madison Boulevard!



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I-565 Corridor – *Market Direction*

Most interstate visibility anywhere in Madison

South of I-565

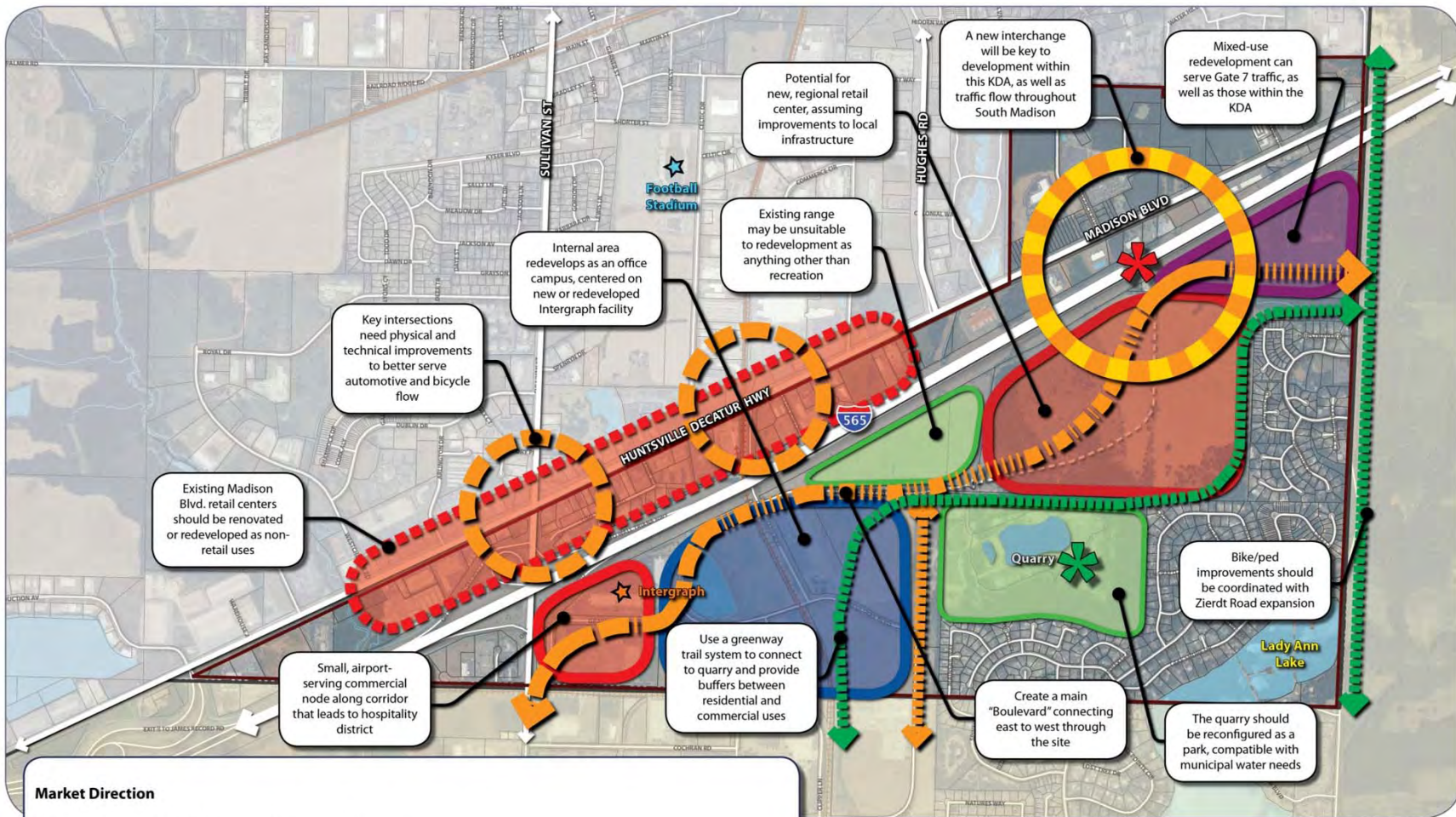
- Key decision on direction for area – office or retail
- One of best spots in Madison for office
- Lack of direct interstate access harder for retail

East Madison Boulevard

- Strengthen existing retail & re-use/demo obsolete retail buildings
- Could reposition area to capture small-scale office
- Could reposition area as hospitality/service for airport & link to Redstone Arsenal



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Market Direction

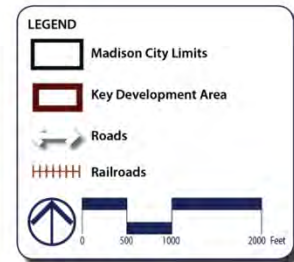
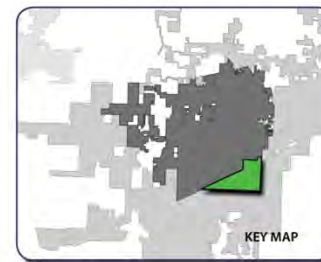
Key Fact: This area has the greatest interstate visibility of any district in Madison

South of I-565

- A key decision will be in orienting the area toward office or retail... or both.
- With the proximity to the airport and to I-565, this is one of best spots in Madison for office, regardless of the Redstone office project.
- Lack of direct interstate access harder makes retail a more difficult sell; a new interchange would be very beneficial to the market.

East Madison Boulevard

- There is such thing as "too much retail space". Effort should be made to strengthen existing retail at key locations, and adaptively re-use or demolish obsolete retail buildings.
- The market would support a repositioning of the area to capture small-scale office.
- It would also support a move to reposition the area as a hospitality/service core for airport traffic, and as a link to Redstone Arsenal.



I-565 CORRIDOR MASTER PLAN DIAGRAM

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The Workshop

Exercises

- “Mad” Money – *Put your money where your mind is...*
- Dots – “*I Like This*” (Green) or “*I Don’t Like This*” (Red)
- Index Cards – “*I Have an Idea...*”
- Comment Cards – “*I’d Like to Say...*”



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